



Vice President of Resource Development & Marketing

Boys & Girls Clubs of Weld County's mission is to inspire and enable all young people, especially those who need us most, to reach their full potential as productive, caring, and responsible citizens.

The Opportunity

We are actively seeking a highly motivated and dynamic individual to join our executive leadership team and serve as the Vice President of Resource Development & Marketing for the growing Boys & Girls Club of Weld County (BGCWC). This is an exciting opportunity to make a positive impact on kids' lives. Reporting to the CEO, the successful candidate will have the opportunity to lead and direct BGCWC fundraising and financial sustainability initiatives, as well as its marketing communication and awareness efforts. The role oversees setting the strategic direction for resource development and marketing, and then leads the execution of those strategies, ensuring identified objectives and KPIs are met relative to individual and corporate giving, corporate sponsorships, and donation tracking, grant procurement, as well as organization awareness and the promotion and production of Special Events.

You will be responsible for telling our story among prospective financial supporters and inspiring them to get behind our mission, as we work to ensure that area kids and teens achieve great futures through delivery of a safe and fun space, and creating an engaging Club experience. As a proof point, 54% of Club alumni have said the Club saved their life, so the impact you will have on these kids' and teens' lives is and will be life changing. The ambition for the organization is to increase this positive impact of the BGCWC in the Weld County area by increasing the number of youths served and improving the efficacy of programming.

About the Organization

BGCWC will be celebrating its 60th Anniversary this year, as it has provided sustained growth and impacted the lives of Weld County area youth since 1964. Thousands of youths have come through the doors of BGCWC and it currently serves over 1,200 youth annually throughout club sites located in Fort Lupton, Milliken, Galetton, and Fort Morgan in addition to two clubs in Greeley along with a brand-new Teen Center under construction; to be completed this spring. Our nationally recognized programming includes academic support and tutoring, computer training, healthy lifestyles, arts and culture, as well as opportunities for community service and leadership development. BGCWC's vision is to help our youth develop healthy physical and emotional habits, succeed in their chosen educational and career pathways, achieve self-efficacy and confidence, and become leaders in their communities. We follow the Formula for Impact – our roadmap for ensuring that young people have a positive, impactful Club experience and achieve the important priority outcomes that lead to great futures.



Programming & Outcomes

The Club programming is offered in five core areas:

- The Arts (digital, fine, applied and performing arts)
- Education
- Health & Wellness
- Leadership & Service
- Sports & Recreation

BGCWC programs are designed to encourage club members and develop the “whole child.” The Boys & Girls Club Movement is focused on helping children and teens achieve priority outcomes in the areas of Academic Success, Character Development and Citizenship, and Healthy Lifestyles.

Roles & Responsibilities

Resource Development

- Develop an annual Resource Development (RD) strategy and plan and execute the plan to meet and exceed objectives.
- Collaborate and participate in the development of the organization’s annual budget and ensure the RD strategy and plan will meet or exceed budgeted goals.
- Ensure the RD strategy and plan includes the design and execution of programs to identify, cultivate and solicit gifts from major individual, corporate and foundation prospects, growing and diversifying the organization’s donor base, as well as average funding levels from existing donors.
- Conduct donor analyses and mine donor database for trends and/or opportunities to help achieve funding objectives.
- Coordinate all donor and supporter correspondence, as well as develop and execute a communications and recognition strategy to cultivate and recognize donors while also respecting individual donor preferences.
- Oversee the planning and execution of a calendar of Special Events designed to generate awareness and connection to the organization among stakeholders, while also ensuring BGCWC achieves or exceeds financial goals based on the prior year's event success, and continually analyzing existing events to identify opportunities to increase revenue without compromising event experience or integrity.
- Collaborate with other departments and the Board of Directors in identifying strategic partnerships or sponsorships with corporations and local businesses for the organization overall, specific Clubhouse(s), and/or Special Events.
- Lead and oversee grant application strategy, in collaboration with Grant Writer to achieve financial support objectives through grant funding.
- Ensure BGCWC meets its responsibilities under grant agreements and oversee timely and accurate submission of grant required reporting.
- Working with COO and Grant Writer, evaluate results of all grant funded programs, determine strategies for renewal, and identify new opportunities to support successful achievement of relevant programs and initiatives.
- Provide regular, timely, and complete reporting of RD initiatives and their status to the CEO and Board of Directors, presenting results and findings at Community Relations Committee meetings and Board of Directors meetings.
- Lead the BGCWC Community Relations Committee as the staff liaison from the organization.



Marketing

- Lead marketing team and all organizational efforts in maintaining a positive image of the BGCWC brand that builds confidence and trust with stakeholders and the public.
- Oversee the development and execution of an annual, comprehensive marketing and communications strategy and plan, and all associated brand elements and tactics (e.g. website, social media, e-communications, videos, etc.).
- Lead and oversee the proactive identification of story opportunities for earned media coverage, as well as any necessary public relations response circumstances, serving as a spokesperson for the organization in addition to the CEO.
- Represent the organization with donor and/or civic groups and seek opportunities to make presentations to help drive awareness for the organization, its programs, and its financial needs.

Administrative, Leadership, & People Management

- Maintain oversight and foster a culture of Continuous Quality Improvement (CQI) across the organization, especially within RD and Marketing departments.
- Lead, manage, and supervise Director of Marketing & Engagement and Grant Writer (as direct reports) in their responsibilities to support the development and execution of Resource Development and Marketing strategies/plans.
- Manage all direct reports, support professional development, and ensure annual personal performance objectives are developed, tracked, and that results are accurately reflected in formal reviews.



Skills/Knowledge Required

- Four-year degree from accredited college or university in marketing, sales, non-profit management, or related field.
- A minimum of 5 years work experience in fundraising and gift acquisition and/or sales.
- Proven ability to raise significant sums of money and meet agreed upon financial targets.
- Demonstrated ability to manage budgets and control fundraising expenses.
- Demonstrated experience in leading and managing a department and team.
- Group leadership skills across cross-functional departments, and an understanding of group dynamics.
- Excellent interpersonal skills with the ability to manage sensitive and confidential situations with tact, professionalism, and diplomacy.
- Excellent written and verbal communication skills, able to communicate effectively with a diverse population, and represent BGCWC professionally to the community.
- Demonstrated organizational and project management abilities.
- Demonstrate the desire and willingness to think critically about opportunities for improvement.
- Proficient in use of computers, donor database systems, and MS Office Products.
- Previous work experience with youth-focused non-profit organizations, preferably in an after school or summer enrichment program.

Physical Requirements/Work Environment

Most of the work time associated with this position is conducted in an office setting although remote access will be considered at times. Limited regional travel may be required from time-to-time. Must be able to maintain a high energy level and be comfortable performing multi-faceted projects in conjunction with day-to-day activities. Be able to work closely with others in a small office environment. Ability to lift supplies, materials, and collateral materials weighing up to 35 pounds as needed.

Disclaimer

The information presented in this job description indicates the general nature and level of work expected of employees in this classification. It is not designed to contain, or to be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications, and objectives required of this position.

Compensation & Benefits

Base Salary Range: \$65,000 – \$75,000

Generous vacation/sick time off, plus:

- 100% employer paid medical, dental, vision coverage, life insurance, AD&D*
- Quarterly 401K employer contribution equivalent to 10% of base salary*

Total Compensation Package: \$80,700 – \$91,700

Executive Leadership & Staff

<https://www.bgcweld.org/team>

Board of Directors

<https://www.bgcweld.org/board>

Location

There are 31 incorporated municipalities in Weld County, each with their own distinct personality, rich history, and strong sense of community. Most of our municipalities are an hour or less away from cultural amenities, Rocky Mountain National Park, and Denver International Airport, making Weld County an ideal location to live, work, or play. Weld County is also the home of the University of Northern Colorado, Aims Community College and other award-winning schools.



Weld County covers over 4,000 sq miles making it the third largest county in Colorado. And with a population of 329,000 people in 2020, it is the 9th most populated county. Nestled in Northern Colorado, Weld County has several charming small towns, thriving cities, with a history that runs deep. While BGCWC serves the Weld County area, Greeley is the primary base of operations and support. Nestled on the high plains, Greeley boasts breathtaking panoramic vistas of the Rocky Mountains, providing a quaint town atmosphere with an array of metropolitan amenities and experiences. Greeley is a place where you'll be warmly greeted and presented with a plethora of exciting activities to enjoy. Brace yourself for a vibrant arts community, a State-certified Creative District, immersive experiences in Colorado's rich history, diverse

entertainment options to suit every musical and performance preference, and a population of exceptionally friendly locals eagerly awaiting to extend a warm welcome.



Community Information

<https://www.visitgreeley.org/>

<https://www.discoverweld.com/Home>

For consideration, please submit a resume and cover letter to Andrea Everett-Ponce (aeverett@bgcweld.org).

**100% health insurance coverage for employee only, but additional dependent coverage also available. 401K employer contribution begins after 1-year of employment and follows vesting schedule.*